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PLUS Stereocasting

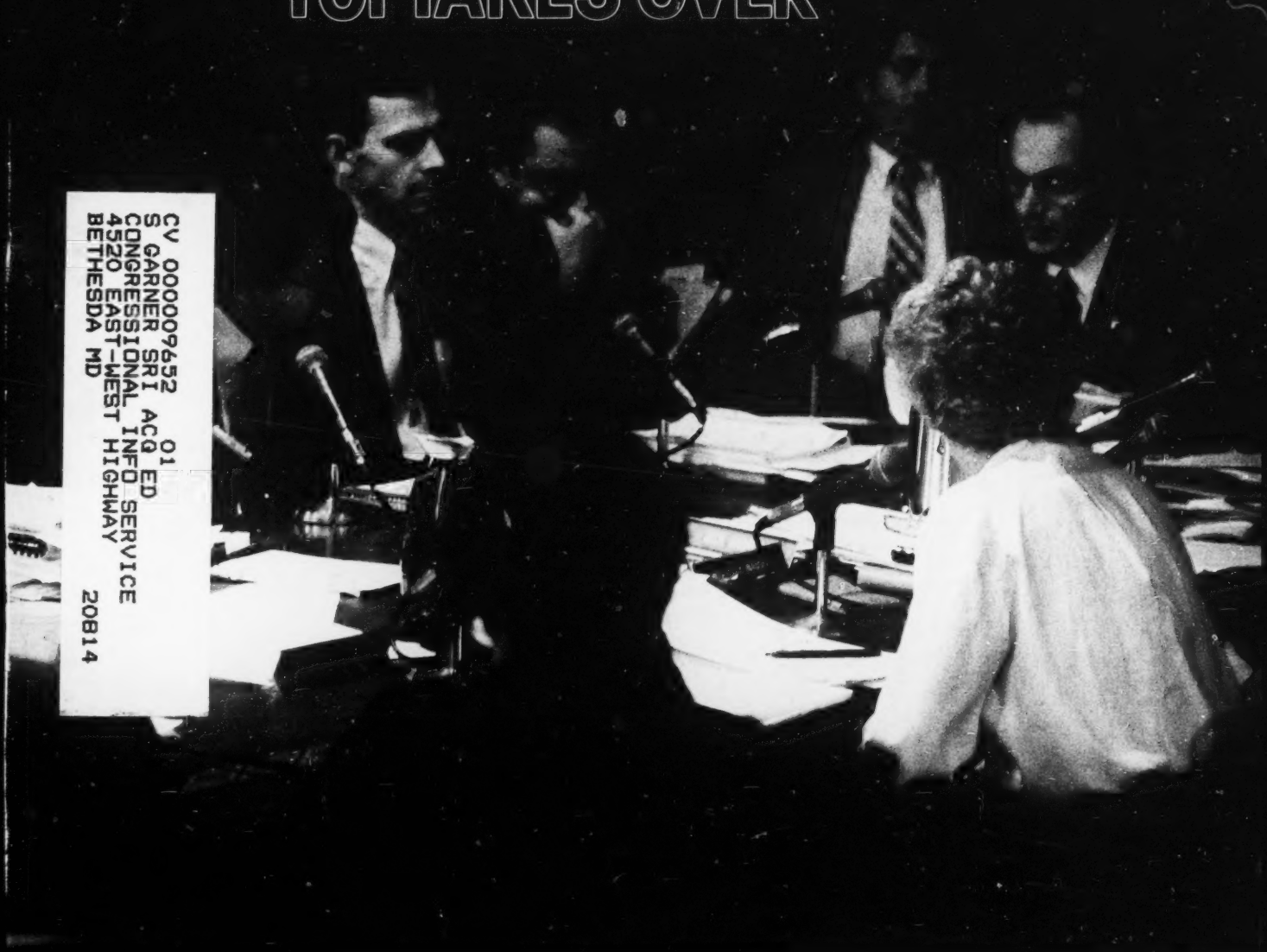
- FCC rules out PAC Bell in Palo Alto technicality
- Philadelphia recommends two franchise awards
- HiLife to launch pay-per-view on December 1
- Cable plans election night extravaganza

CableVision™

The news and features weekly of the cable television industry

November 12, 1984

A NEW DEAL IN PITTSBURGH: TCI TAKES OVER



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COVER STORY

Leading the week.....11-18

Pac Bell brushed off

The FCC last week rejected a proposal by Pacific Bell to build a cable system for Palo Alto, Calif., saying the phone company had no client for its proposed facility. Attorneys interpret the decision to mean the franchisee must be named before phone company applications can be considered.

Group W teletext?

After conducting four months of operational tests, Group W Cable is expected to announce the commercial launch of its full-channel Request Teletext service in the next few weeks. The MSO, which has been testing the service on its Buena Park, Calif., system, wants to offer Request Teletext as a pay cable channel for Group W Cable subscribers.

Buffalo backs Playboy

Buffalo's City Council turns down consideration of a resolution asking Tele-Communications Inc.'s local system to discontinue The Playboy Channel.

Election fever

Four national cable networks will track election returns Nov. 6, and many systems will provide in-depth coverage of state and city campaigns.

HiLife PPV set to go

HiLife Channel has the premiere of its proposed pay-per-view movie service slated for Dec. 1.

Warner Amex sells

Warner Amex plans to sell its suburban St. Louis cable system to Cencom Cable Associates for some $45 million if local authorities approve the transfer of the 25 franchises involved. Little opposition is expected on those transfers, since Cencom plans no franchise scalebacks.

Philadelphia story

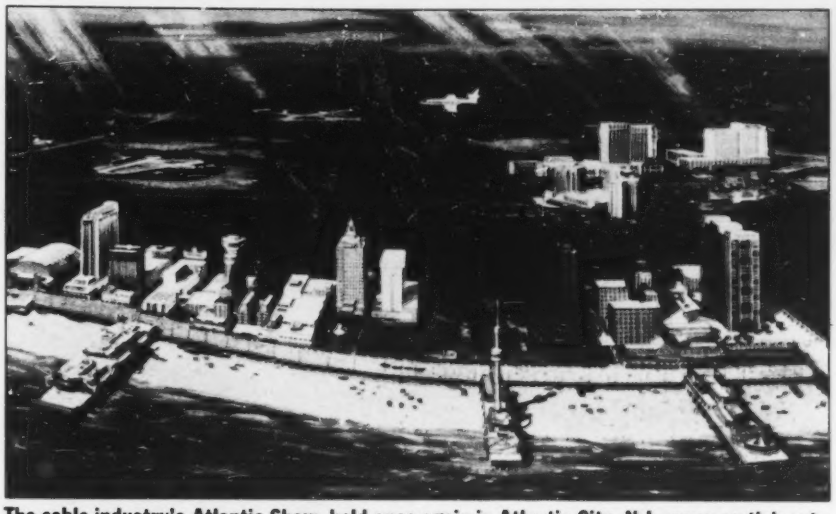
A City Council committee chooses Greater Philadelphia Cablevision and Wade Communications for Philadelphia's Areas 1 & 2.

Cox fight continues

Burlington, Vt.'s city hall continues its fight with Cox Cable over the local cable system after the Atlanta-based MSO won state approval to hike rates once it rebuilds the 15-channel system.

Atlantic Show

The cable television industry began familiarizing itself last week with the hard-won opportunities gained through enactment of S. 66. The act was signed into law by President Reagan just as the Atlantic Show was getting under way.



The cable industry's Atlantic Show, held once again in Atlantic City, N.J., gave participants the opportunity to closely analyze the impact of the national cable legislation recently signed by President Ronald Reagan.

About the cover

Tele-Communications Inc. takes over for Warner Amex in Pittsburgh with the city's blessings. **See story on page 34.**

Sections

Programming 24

New Orleans officials want nightly bingo games programmed on Cox Cable's citywide system by the end of the year. But first they must overcome opposition from Louisiana's attorney general and a local crime commission.

Marketing/Advertising 25

A recent study by Television Audience Assessment Inc. shows that programming that actively involves its audience provides an effective advertising environment. TAA President Liz Roberts says this research is important for the cable industry.

Business 34

With Tele-Communications Inc. assuming operations of Pittsburgh's cable system from Warner Amex Cable last week, the process of whipping the 181,000-homes passed franchise into fiscal shape begins. Some ways TCI will try to accomplish that goal within five years: substituting one-way addressability for QUBE, revamping local public access and expanding use of Pittsburgh's institutional network.

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Film product comparison— October

Film	Pay Networks					Distributor
Actress, The		ST				MGM/UA
Alice In Wonderland				HTN		Universal
Alice's Adventures In Wonderland				HTN		American National Enterprises
Alice's Restaurant				HTN		MGM/UA
All the Marbles		ST				MGM/UA
All the President's Men		(ST)			MAX*	Warner Bros.
All the Right Moves	HBO	ST	TMC			20th Century-Fox
Amityville 3				HTN	MAX	CFI
And Now For Something Completely Different			TMC			Columbia
Animal House	(HBO)		(TMC)		MAX*	Universal
Annie	HBO				(MAX)	Columbia
Apple, The			TMC*			Cannon
Baby, It's You			TMC*			Paramount
Ballad of Gregorio Cortez, The	HBO			HTN		Embassy
Beastmaster				HTN		MGM/UA
Best Friends		ST	(TMC)	HTN*	MAX	Warner Bros.
Beyond the Limit					MAX	Filmwriters
Big Mo		ST		(HTN)		Wescom
Bill Crosby Himself			TMC			20th Century-Fox
Black Beauty		ST	(TMC)			Alan Enterprises
Blue Thunder	(HBO)				MAX*	Columbia
Boy Who Turned Yellow, The		ST				Satori
Braingames I	HBO					Spinning reels
Breathless	(HBO)				MAX*	Orion
Bride Wore Black, The			TMC*			MGM/UA
Bush Christmas			TMC			Baron
Challenge, The		(ST)	TMC		MAX	CBS
Channel Solitaire	HBO					UFP
Chariots of Fire					MAX	Warner Bros.
Class Reunion	(HBO)	(ST)	(TMC)		MAX	ABC
Come and Get It					MAX	S. Goldwin
Commancheros, The			(TMC)	(HTN)	MAX*	20th Century-Fox
Confessions of a Pop Performer		ST				Columbia
Conqueror, The			(TMC)	HTN		Universal
Cops and Other Lovers			TMC*			Cinema Signal
Cuba			TMC*			MGM/UA
Damnation Alley			TMC			20th Century-Fox
Dark Crystal, The	(HBO)	(ST)	(TMC)		MAX	Henson Assoc.
Day the Earth Stood Still, The			TMC	(HTN)	(MAX)	20th Century-Fox
Dead Zone, The			TMC*			Paramount
Death Wish II		ST*				Viacom

Harrison Ford stars as Indiana Jones with Karen Allen in 'Raiders of the Lost Ark.'

Diva			TMC		(MAX)	MGM/UA
Dog of Flanders, A	HBO			HTN		UPA
Do me a Favor. . . Don't Vote for my Mom!	HBO					Film Gallery
Don't Cry It's Only Thunder		ST			MAX	S. Goldwyn
Dream House					MAX	Time-Life
Dressed to kill		ST			MAX	Orion
Dusty			TMC*			Castle Hill
Easy to Love		ST				MGM/UA
Elephant Called Slowly, An	HBO	(ST)				Alan Enterprises
Echoes of a Summer			TMC			MGM/UA
Endangered Species			TMC		MAX	MGM/UA
Escape 2000		ST				New World
Experienced Preferred, But Not Essential			TMC			Goldcrest
Fairytales				MAX		S. Goldwyn
First Blood	HBO				(MAX)	Anabasis
Forbidden World			TMC			Viacom
Frances					MAX	AED/EMI
Freedom					MAX*	Time-Life
Glitter Dome, The	HBO					Telepictures
Going Berserk	HBO	ST				Universal
Golden Seal, The		(ST)	TMC*			S. Goldwyn
Gold Is Where You Find It		ST				MGM/UA
Greased Lightening			(TMC)		MAX	Warner Bros.
Green for Danger					MAX	Janus
Grey Fox, The		ST				The Movie Store
Hans Christian Andersen		ST				Goldwyn
Heartaches	(HBO)		TMC			The Movie Store
Hickey and Boggs			TMC			MGM/UA
High Cost of Loving, The		ST				MGM/UA
High Road to China				(HTN)	MAX*	Galaxy Films
Hit and Run			TMC			Comworld
Hot Stuff			(TMC)	HTN	(MAX)	Columbia
House on Sorority Row, The			TMC*			Viacom
I Am the Cheese		ST				Aimi
Ice Castles				(HTN)	MAX*	Columbia
Independence Day	HBO		TMC*			Warner Bros.
invasion of The Body Snatchers		(ST)	TMC		(MAX)	MGM/UA
Jaws III	HBO*		(TMC)	(HTN)	(MAX)	Universal
Jesse James			TMC		(MAX)	20th Century-Fox
Journey to the Center of the Earth			TMC	(HTN)	(MAX)	20th Century-Fox
Kennedys Don't Cry			TMC	HTN		Document Assoc.
Kentucky Fried Movie			(TMC)		MAX	UFD
Lady In Red					MAX	Viacom
Last Tycoon, The			TMC			Paramount
La Nuit De Varennes					MAX	Columbia
Lenny					MAX	MGM/UA
Life of Brian, The			TMC		MAX*	Warner Bros.
Local Heroes				HTN		Warner Bros.
Lone Wolf McQuade					MAX	Orion
Losin' It	HBO		TMC		(MAX)	Embassy
Lovely, But Deadly			TMC			Video Media
Man From Snowy River, The	HBO	(ST)	TMC*	(HTN)		20th Century-Fox
Marriano					MAX	ABC
Marvelous Land of Oz				HTN		Universal
Mary White			(TMC)	HTN		UPA
Max Dugan Returns		ST		(HTN)		20th Century-Fox
Meaning of Life, The	HBO	ST	TMC			Universal
Motel Hell		ST				MGM/UA
Mr. Mom	HBO*	(ST)	(TMC)	(HTN)	(MAX)	20th Century-Fox
My Cousin Rachael					MAX	20th Century-Fox
My Fair Lady		(ST)		HTN*	MAX	CBS
My Tutor	(HBO)	(ST)	(TMC)		MAX	Universal
Nana		(ST)			MAX	Viacom
Night In Casablanca, A					MAX	Castle Hill
Night In Heaven, A	HBO	ST	TMC			20th Century-Fox
Nightmares	HBO	ST*	(TMC)			Universal
Officer and a Gentleman, An		ST	TMC			Paramount
Old Curiosity Shop, The		ST				20th Century-Fox
Oliver				HTN		Columbia
One From The Heart		ST	TMC			Zoetrope
On the Waterfront	HBO	(ST)	(TMC)		(MAX)	Columbia
Operation Kid Brother			TMC*			MGM/UA
Orca, The Killer Whale	HBO		TMC			Paramount
Other Side of Midnight, The	HBO	ST				20th Century-Fox
Outsiders, The	HBO	(ST)	TMC*	(HTN)		Warner Bros.
Paddington Goes to School	HBO					Filmfair Ltd.
Password Is Courage, The		ST				MGM/UA
Penelope		ST				MGM/UA
Pink Motel		ST				Wescom
Pirates of Penzance		ST	(TMC)	(HTN)		Universal
Porky's	(HBO)	(ST)	TMC*		(MAX)	20th Century-Fox

Film	Pay Networks					Distributor
Private School	(HBO)	(ST)	(TMC)		MAX	Universal
Promises In The Dark					MAX	Warner Bros.
Psycho II					MAX	Universal
Quarterman II: Enemy from Space			TMC			Corinth
Rabid		ST				Viacom
Raggedy Man			(TMC)	(HTN)	MAX*	Universal
Ragtime	HBO					Dino Laurentris
Raiders of the Lost Ark	HBO	ST	TMC	HTN	MAX	Paramount
Rain People, The			TMC			Warner Bros.
Ratings Game			TMC			IMC
Return of Frank James, The			TMC		(MAX)	20th Century-Fox
Revenge of the Ninja	(HBO)	ST*	(TMC)			Viacom
Richard Pryor Here and Now			TMC			Columbia
Right Stuff, The	HBO	ST	TMC	HTN		Warner Bros.
Risky Business	(HBO)	(ST)	TMC*		(MAX)	Warner Bros.
Rock, The		ST				MGM/UA
Ruling Class, The	HBO		(TMC)			Embassy
Rumble Fish	HBO	ST	TMC			Universal
Secret Policemans' Other Ball, The			TMC			20th Century-Fox
Sergeant, The					MAX	Warner Bros.
Sex Games of the Very Rich		ST				John Turell
Screwballs		ST*				New Horizons
Sign of Four, The		(ST)	TMC			PSO
Silkwood	HBO*					ABC Motion Pict.
Sinbad and the Eye of the Tiger			TMC			Columbia
Six Weeks	HBO*				(MAX)	Polygram
Slow Dancing In the Big City					MAX	MGM/UA
Sophie's Choice	HBO*					ITC
Southern Comfort					MAX	S. Goldwyn
Sphinx			TMC			Warner Bros.
Star 80	HBO	ST	TMC			Warner Bros.
Star Is Born, A			TMC			Warner Bros.
Star Struck		ST	(TMC)	(HTN)		LCA
Staying Alive		ST*	(TMC)			Paramount
Straight Time					MAX	Warner Bros.
Stroker Ace	HBO	ST*	(TMC)	(HTN)	(MAX)	Warner Bros.
Superman III		ST	(TMC)	(HTN)		Warner Bros.
Table For Five	(HBO)	(ST)	TMC	HTN*	(MAX)	CBS
Target Eagle			TMC*			Viacom
T.A.G.			TMC			Viacom
Tea For Three					MAX	Satori
"10"		(ST)	TMC*		(MAX)	Warner Bros.
Tender Is The Night			(TMC)	(HTN)	MAX	20th Century-Fox
Texas Lightning			TMC			Film Venture
Three Faces of Eve, The			(TMC)		MAX*	20th Century-Fox
Threshold		(ST)	TMC			20th Century-Fox
To Be or Not To Be	HBO					20th Century-Fox
Too Far To Go					MAX	Time-Life
Tootsie	(HBO)				MAX	Columbia
Tom Sawyer			TMC			MGM/UA
Transplant					MAX	Time-Life
Treasure In the Caves		ST				Satori
Twilight Time		(ST)		HTN		MGM/UA

Film	Pay Networks					Distributor
Valley Girl					MAX*	Atlantic
Varnishing Wilderness, The					MAX	Simcom
Virus			TMC			Viacom
Waitress		ST				Troma
Waltz Across Texas	HBO	ST		(HTN)		Atlantic TV
Wargames	(HBO)	ST*	(TMC)	HTN	(MAX)	MGM/UA
Warlock				(HTN)	MAX	20th Century-Fox
Warlords of the 21st Century		ST*				Viacom
Wavelength			TMC			New World
What Price Glory?					MAX	20th Century-Fox
Wicked Lady, The	HBO		TMC			Viacom
World of the "Dark Crystal", The					MAX	The Henson Assoc.
Wuthering Heights		ST				Goldwyn
Year of Living Dangerously, The	(HBO)	ST	(TMC)		(MAX)	MGM/UA
Yes, Giorgio!	HBO		TMC	(HTN)	(MAX)	MGM/UA
Young Bess		ST				MGM/UA
Young Frankenstein		(ST)			MAX*	20th Century-Fox
Young Warriors		ST*				Viacom

Cable Network Legend:

HBO - Home Box Office
ST - Showtime
TMC - The Movie Channel
HTN - Home Theater Network
MAX - Cinemax

- Networks in parentheses indicate carriage in June, July, August, September, October and/or November.
- An asterisk indicates the film is a carry-over from June, July, August, September, October and/or November.
- In total, 192 films appear on the November schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months five films have played on all five services, 14 films have played on four of the five services, 28 films on three services and 46 on two services. Ninety-nine were unduplicated.
- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 27, followed by 20th Century-Fox with 24 and Warner Bros. with 20.
- *Raiders of the Lost Ark*, with Harrison Ford is featured on all November program guide covers of Home Theater Network, The Movie Channel, Showtime, HBO and Cinemax. Also featured on the HBO and Cinemax program guide cover are *The Right Stuff* and *Rod Stewart In Concert*. *Gallagher: Over Your Head*, *Robin Hood: The Swords of Wayland* and *Master Harold. . . and the boys* also are featured on the cover of the Showtime program guide.

Top 20 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, CA	Cox Cable	246,799	(7/84)
2	Woodbury (Long Island), NY	Cablevision Systems	233,000	(7/84)
3.	San Antonio, TX	Rogers Cablesystems	190,618	(7/84)
4	Manhattan, NY	ATC	187,900	(12/83)
5.	Houston, TX	Warner Amex Cable	184,500	(6/84)
6	Florida Division	ATC	179,800	(7/84)
7.	East Orange, NJ	MacLean Hunter	163,527	(7/84)
8.	Wayne, NJ	UA Cablesystems	130,300	(7/84)
9	Cincinnati, OH	Warner Amex	127,000	(7/84)
10	Englewood, CO	United Cable	118,245	(7/84)
11.	Audubon, NJ	Independent	116,120	(7/84)
12.	Tulsa, OK	United Cable	115,787	(6/84)
13.	Rochester, NY	ATC	108,600	(12/83)
14.	Baltimore County, MD	Comcast	107,900	(6/84)
15.	Tidewater (Norfolk), VA	Cox Cable	106,262	(7/84)
16.	San Juan, PR	Harris Cable	105,719	(6/84)
17.	Erie County, NY	Prime Cable	104,970	(7/84)
18	Atlanta, GA	Prime Cabe	103,945	(7/84)
19	San Jose, CA	Gill Industries	102,700	(7/84)
20.	Austin, TX	ATC	98,900	(12/83)

Source: Subscriber counts are provided by MSOs and individual systems to International Thomson Communications Inc.

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
*1.	Tele-Communications	2,798,000	(3/84)
2	American Television and Communications	2,400,000	(5/84)
3.	Group W Cable	2,007,000	(7/84)
4	Cox Cable Communications	1,515,423	(7/84)
5.	Storer Cable Communications	1,440,000	(6/84)
6	Warner Amex Cable Communications	1,346,000	(10/84)
7.	Times Mirror Cable Television	981,304	(6/84)
8.	Continental Cablevision	896,000	(7/84)
9.	Newhouse Broadcasting	843,649	(5/84)
10.	Viacom Cablevision	758,000	(6/84)
11.	United Cable Television	679,000	(7/84)
12.	Sammons Communications	594,000	(5/84)
13.	Rogers Cablesystems	564,497	(7/84)
14.	Cablevision Systems Development	532,000	(7/84)
15.	Comcast Cable Communications	463,000	(7/84)
16.	Telecable Corp.	411,606	(6/84)
17.	Heritage Communications	407,195	(7/84)
18.	Jones Intercable	395,565	(7/84)
19.	Capital Cities Cable	357,435	(7/84)
20.	UA Cablesystems	346,000	(7/84)

Source: Subscriber counts are provided by MSOs to International Thomson Communications Inc.
*Figure does not include Tele-Media acquisition; last reported basic subscriber count for Tele-Media was 277,450 (12/83).